

Hungry Hearts - Donation flow for a humanitarian cause

Hoang The Vu

Project overview



The product:

Hungry Hearts offers a straightforward way for users to pledge donations to a humanitarian cause with a streamlined payment process.



Project duration:

August 2023



Project overview



The problem:

In recent times, online donations have been made more mainstream as compared to traditional methods. **However**, the process can be clunky at times and may not be as straightforward for users who are not as tech-savvy.



The goal:

Establish a no-frills and streamlined payment process for users to make donations through either platform as desired (mobile/website).

Project overview



My role:

UX designer designing an donation flow for a humanitarian cause.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



To further understand the users I am designing for and their needs, I conducted interviews and created empathy maps. The primary user group identified through research was adults who are actively involved in social work and volunteerism.

Research also revealed that the main reason that users seek a good donation platform is due to the convenience and accessibility that it offers as an alternative to active community work or activism.

User research: pain points

1

Complex process

Certain donation platforms make the process overcomplicated for non tech-savvy users

2

Accessibility

Donation platforms only either support mobile applications or websites, but usually never integrated for both

3

Traditional methods

Making physical donations are a bit harder to compute tax-deductible benefits

Persona: Jay

Problem statement:

Jay is a retiree who needs a simple and convenient way to give back to the community because of his physical condition that restricts him from volunteering physically.



Jay

Age: 65

Education: Bachelor's degree

Hometown: Atlanta, GA

Family: Lives with wife

Occupation: Retired

"The community has given so much to me, so I would love nothing more than to give back."

Goals

- To spend time with his grandkids
- To pursue his hobbies during his golden years
- To give back to the community

Frustrations

- Donation process is usually complicated to follow for him
- Non tech savvy, which causes him to struggle when navigating donation websites

Jay is a retired high school teacher who currently only lives with his wife as his children have all moved out. For the past 10 years, he has volunteered as a local shelter with his wife as a way of giving back to the community. As Jay's mobility has been slowly deteriorating, he is not as available to volunteer physically, so he would like to give back by donating instead. Jay is new to the donation process and would like an easy platform for him to regularly pledge for the greater good.

User journey map

Mapping Jay's user journey revealed how helpful it would be for users to have access to a dedicated donation platform for both mobile and desktop.

Persona: Jay

Goal: A simple and convenient way to give back to the community through donating

ACTION	View cause	Choose amount	Choose payment method	Enter details	Check out
TASK LIST	Tasks A. Browse humanitarian cause	Tasks A. Choose amount to donate by clicking relevant buttons B. Pledge amount	Tasks A. Choose payment method	Tasks A. Enter personal details B. Enter card details	Tasks A. Complete donation B. View thank you page
EMOTIONS	Satisfied at the focus towards the 'donate' part	Likes that custom amount can be set but confused if you can enter small amounts such as 1 cent	Satisfied with option to choose between credit/debit card and PayPal	Slightly frustrated when thinking about having to retype these details when making subsequent donations	Liked the simplicity and straightforward nature of the checking out process
IMPROVEMENT OPPORTUNITIES	Implement list of recent <u>donators</u>	Set a minimum donation amount	Maybe to offer more payment methods if feasible	Remember details for next donation	NIL

Sitemap

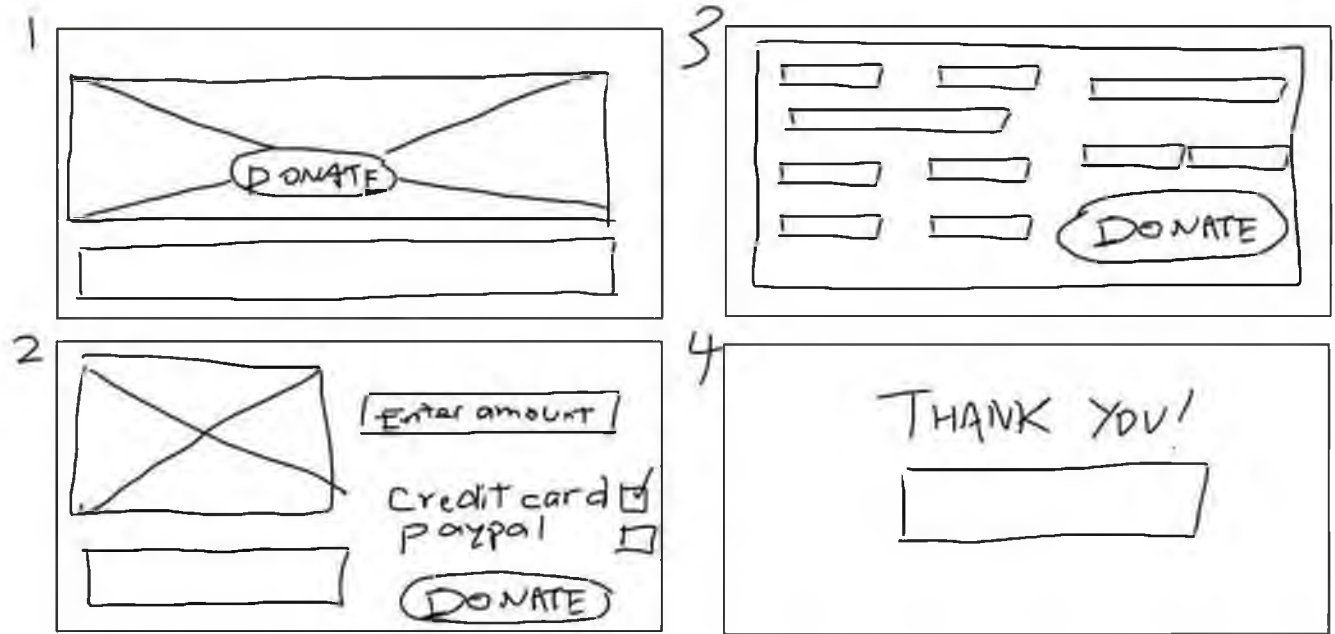
The initial sitemap prioritised a sequential website structure to streamline the donation process. The main goal was to make things simple and easy for page navigation, minimising any redirects.

SEQUENTIAL WEBSITE STRUCTURE - DESIGNING A DONATION FLOW FOR A HUMANITARIAN CAUSE



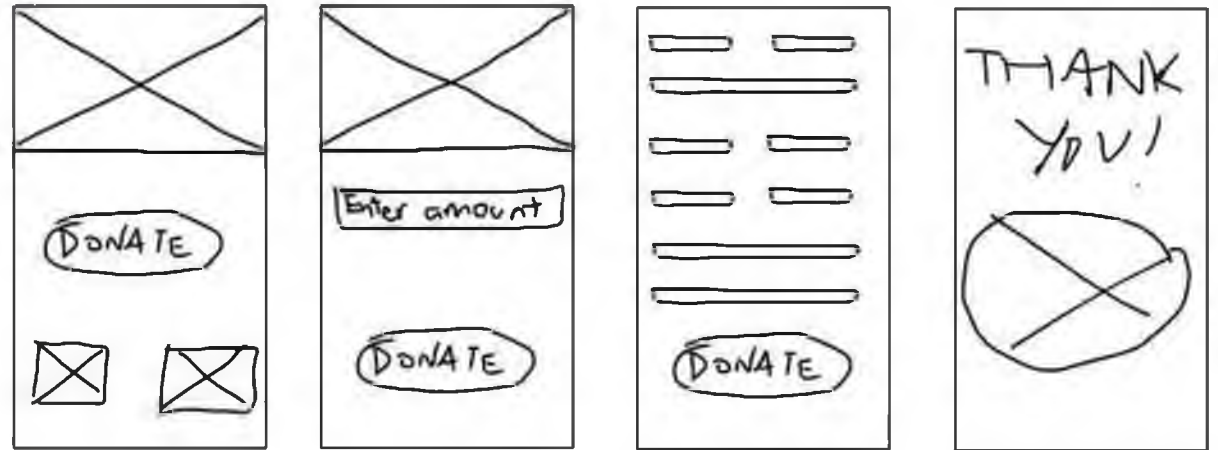
Paper wireframes

These paper wireframes are rough sketch-ups that show the simplified flow of donating through the website. In hindsight, placing 3 “Donate” buttons was not a good idea due to its repetitiveness and could confuse the user.



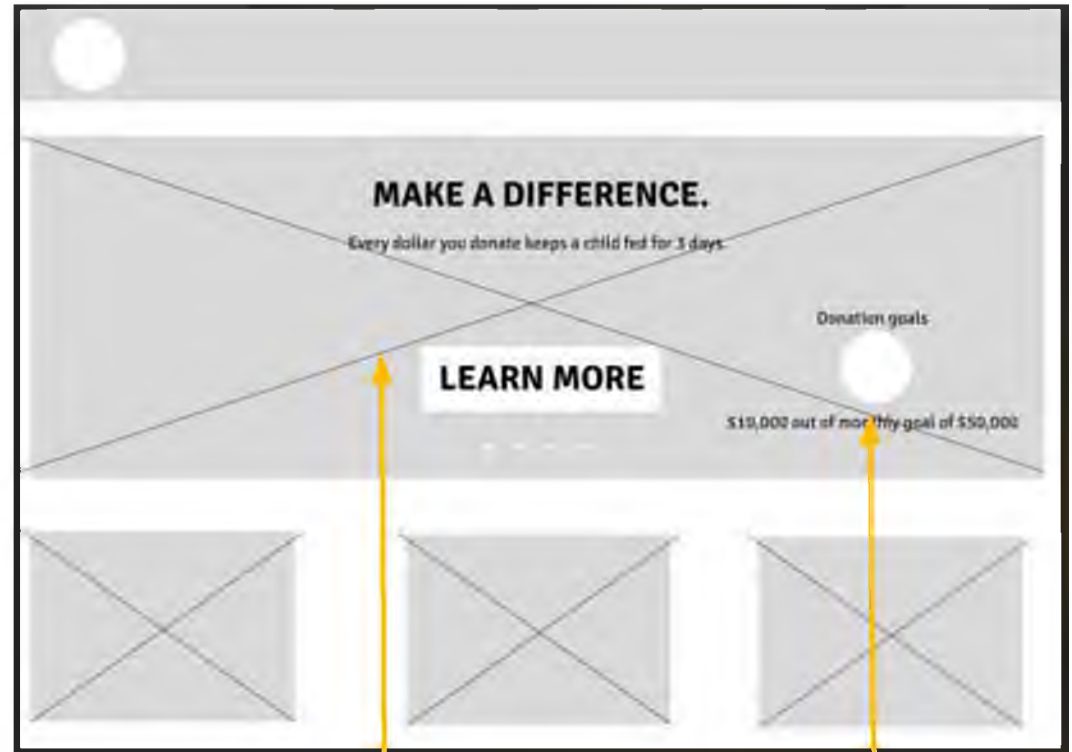
Paper wireframe screen size variation(s)

This is the other screen size variation for the mobile application. Support for additional screen sizes allow for full responsive web design.



Digital wireframes

To make a convincing design, the transition from paper to digital wireframe allowed me to implement and optimise elements such as text, buttons and progress icons.

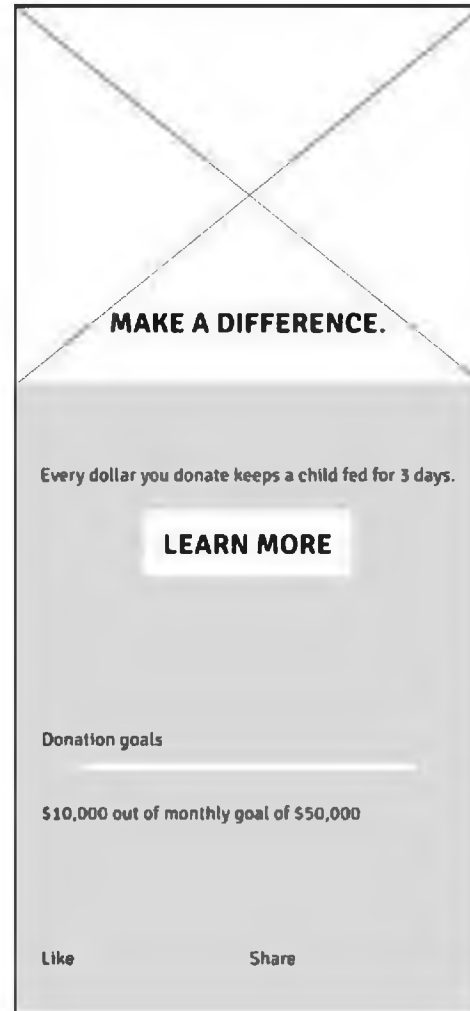


Donation progress

Added motto and changed wording of button to reduce repetitiveness

Digital wireframe screen size variation(s)

The digital wireframe for the mobile screen size is as shown. Same changes are made as the website with the exception of being scaled down to accommodate to the screen size limitations.

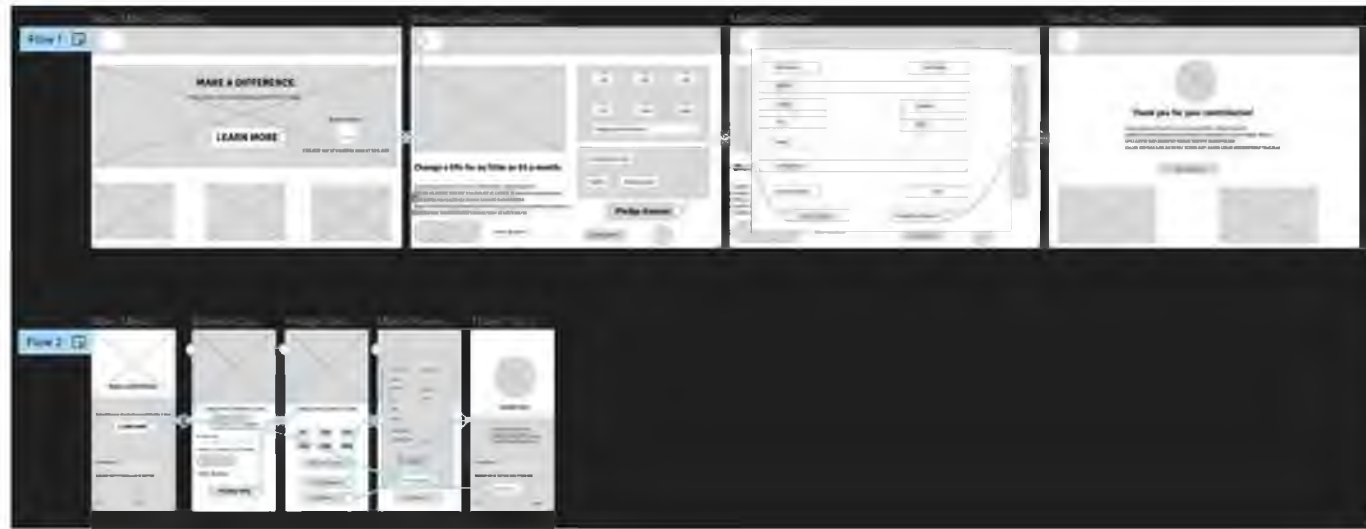


Low-fidelity prototype

The low-fidelity prototype connected the primary user flow as follows.

View cause -> Choose donation amount -> Enter details -> Make payment

The low fidelity prototype can be viewed [here](#) Flow 1 is for desktop, Flow 2 is for mobile.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Labels

No labels (e.g. between personal and card details) which caused confusion

2

Payment

Users had to constantly type in their details every time they wanted to make a donation

3

Recent donators

Users preferred if the empty space could be replaced with elements such as recent donors to encourage users

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Labels were added to segregate personal and card details. The option to save card details was also added to eliminate the need to re-enter the above details when making a subsequent donation, saving time and effort.

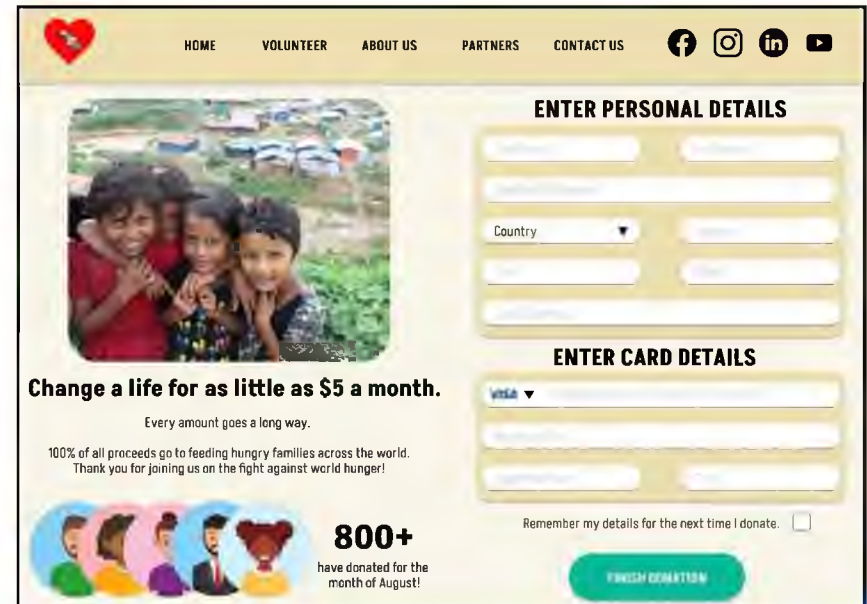
Before usability study



A mockup of a donation form before a usability study. The form is a simple white box with a thin border. It contains several input fields: 'First Name' and 'Last Name' (two separate boxes), 'Address' (one long box), 'Country' and 'Zipcode' (two separate boxes), 'City' and 'State' (two separate boxes), 'Email' (one box), 'Card Number' (one long box), 'Expiration Date' and 'CVV' (two separate boxes). At the bottom, there are two buttons: 'Cancel Payment' and 'Make Contribution'. The form is set against a blurred background of a website.



After usability study

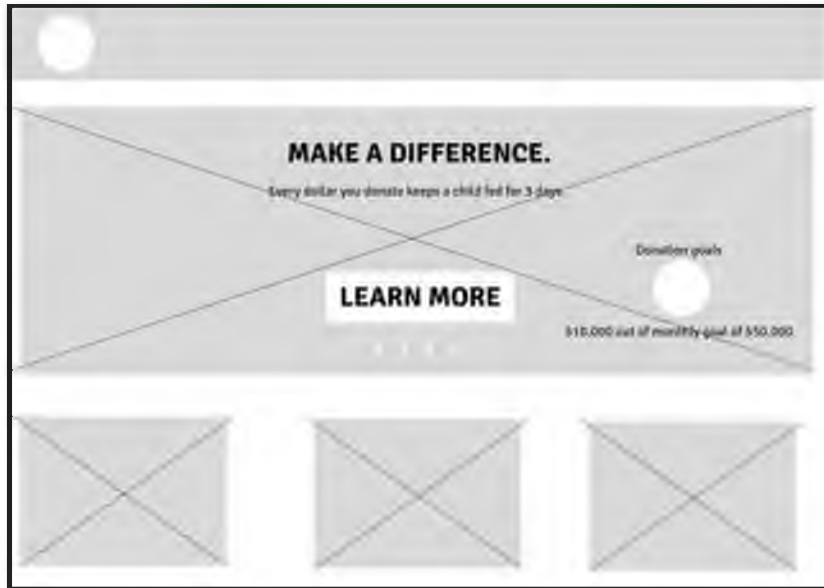


A mockup of a donation form after a usability study. The form is integrated into a website layout. At the top, there is a navigation bar with links: HOME, VOLUNTEER, ABOUT US, PARTNERS, CONTACT US, and social media icons for Facebook, Instagram, LinkedIn, and YouTube. Below the navigation bar, there is a large image of three children smiling. To the right of the image, there is a section titled 'ENTER PERSONAL DETAILS' with input fields for 'First Name', 'Last Name', 'Address', 'Country' (a dropdown menu), 'City', 'State', and 'Zipcode'. Below this, there is a section titled 'ENTER CARD DETAILS' with input fields for 'Card Number', 'Expiration Date', and 'CVV'. A checkbox labeled 'Remember my details for the next time I donate.' is located below the card details fields. At the bottom, there is a green button labeled 'FINISH DONATION'. The form is set against a blurred background of a website.

Mockups

Visual elements were further optimised, adding features such as recent donations and swiping between pictures to increase website interactivity.

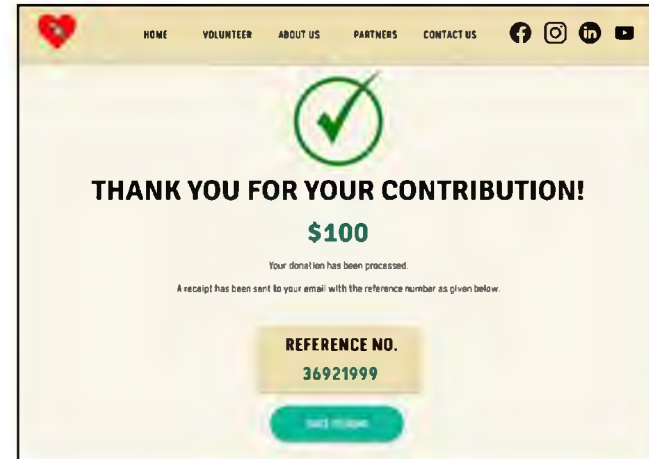
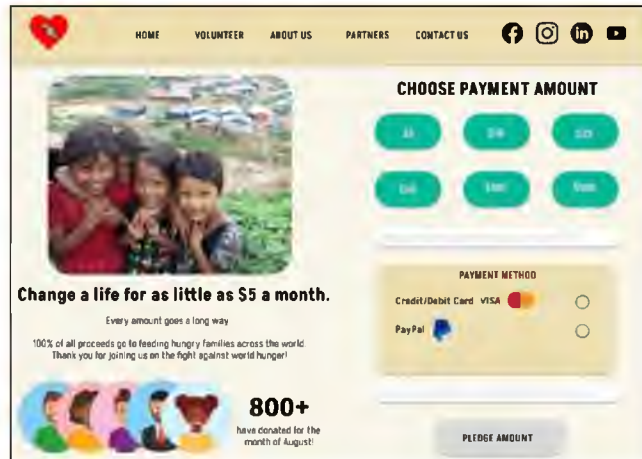
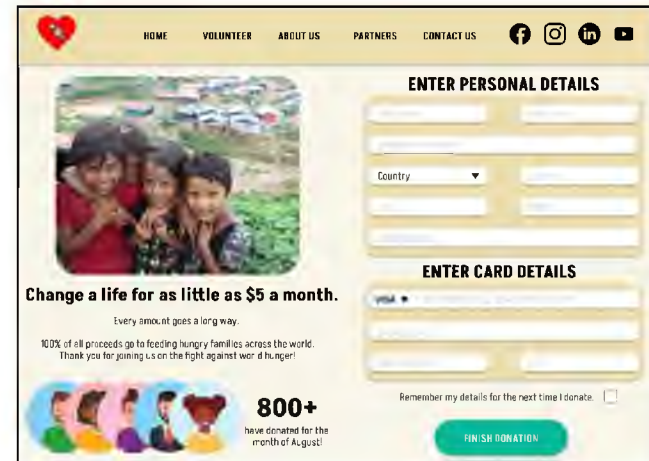
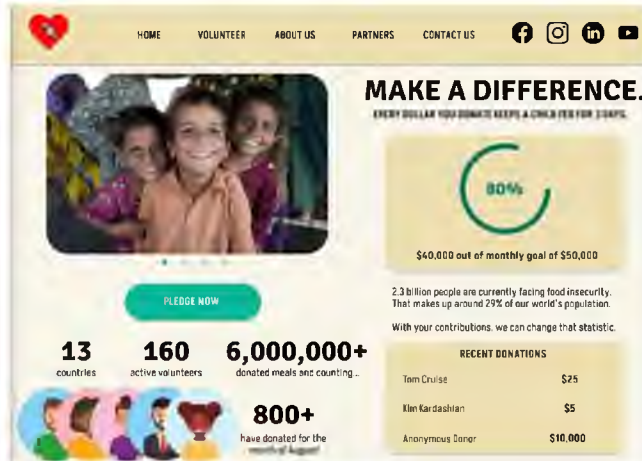
Before usability study



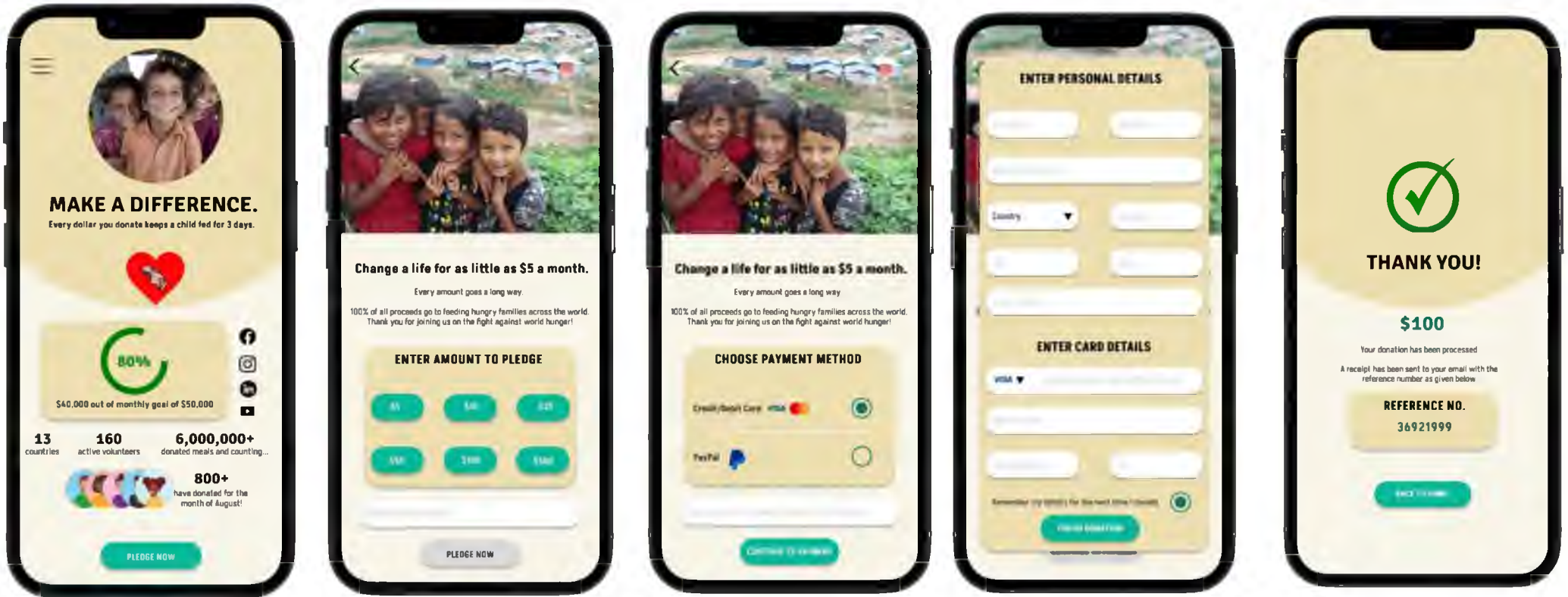
After usability study



Mockups: Original screen size



Mockups: Screen size variations

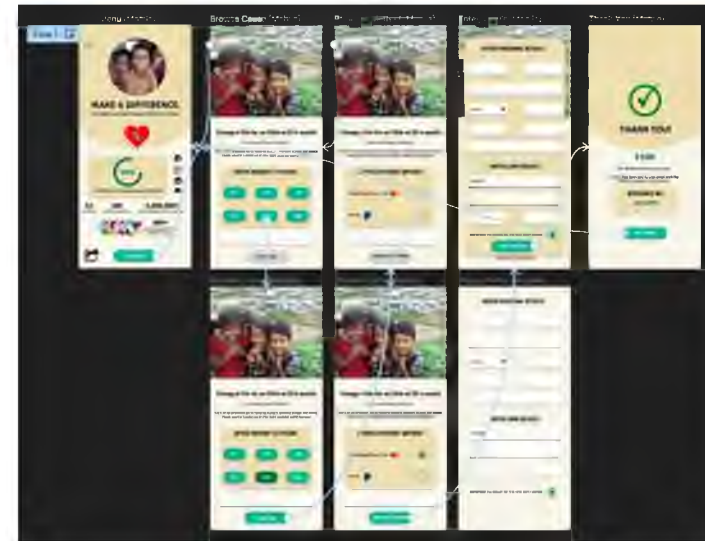


High-fidelity prototype

The high-fidelity prototype presents a cleaner user flow from the start to finish of the ordering process, along with all the adjustments as documented above.

[Website](#)

[Mobile](#)



Accessibility considerations

1

Used icons, labels and a taskbar to help make navigation easier.

2

Used detailed imagery for menu items as well as the function to swipe between pictures to help all users better understand the designs.

3

Enhanced search functions based on factors such as preparation time and difficulty level for users to filter results by.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The application fulfills the requirements of users while providing a visually pleasing user interface that is easy to navigate.

One quote from peer feedback:

"Good work! Really liked your design mate"



What I learned:

Through this process, I felt extremely driven to refine my application and optimise the interface based on the peer feedback given to me. The perspectives of others allowed me to identify and improve on areas I would otherwise have not taken notice of.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experiences have been effectively addressed

2

Conduct more user research to determine any new areas of need

3

Continue to optimise the element positioning of the user interface if required

Let's connect!



Thanks for reviewing my portfolio on Hungry Hearts! If you would like to see more or get in touch, my contact information is provided below.

Email: Hoangthevu0909@gmail.com